



KGW
1501 SW Jefferson
Portland, OR 97201

Media Placement Technology
500 N Washington St, Suite 303
Alexandria, VA 22314

Contract # 864985

Schedule Dates 10/31/12-11/06/12
Advertiser Rob McKenna for Washington (39549)
Agency/T-Code Media Placement Technology (3588)/113823657
Product Political - State Governor (1177)
Brand MCKENNA FOR GOVERNOR (175024)
Salesperson Norten, Matthew (3149)
Sales Office HRP - Washington DC
Buyer Name MEADE,NICOLE
Phone/Fax (425) 449-8244 /
CPE N/A
Account Types National/Political Candidate - Agency
Billing Type Weekly/Irregular
Comments MCKENNA FOR GOVERNOR
***** THIS IS A CASH IN ADVANCE SCHEDULE *****, MCKENNA FOR GOVERNOR

Date Entered 10/30/12
Last Modified 10/31/12
Entered By Jacob Thom
CO-OP No
Headline # 06399881
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$6,731.25
Net Total \$38,143.75
Sales Tax

Portland (KGW) (KGW)

By Broadcast Month	Spots	Rate
Nov. 2012	56	\$44,875.00
Grand Total:	56	\$44,875.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/31/12-11/02/12	2	:30	5:57A- 6:58A (PT)	4			X	X	X			4	\$700.00	\$2,800.00	Portland (KGW) (KGW)		10/30/12
2.0	Normal Line / SPOT	11/05/12-11/06/12	2	:30	5:57A- 6:57A (PT)	3	X	X						3	\$700.00	\$2,100.00	Portland (KGW) (KGW)		10/30/12
3.0	Normal Line / SPOT	10/31/12-11/02/12	2	:30	6:58A- 9A (PT)	4			X	X	X			4	\$725.00	\$2,900.00	Portland (KGW) (KGW)		10/30/12
4.0	Normal Line / SPOT	11/05/12-11/06/12	2	:30	6:58A- 9A (PT)	3	X	X						3	\$725.00	\$2,175.00	Portland (KGW) (KGW)		10/30/12
5.0	Cancelled Line / SPOT	11/03/12-11/03/12	2	:30	5:58A- 9A (PT)							1		1	\$300.00	\$300.00	Portland (KGW) (KGW)		10/30/12
6.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	4:58A- 5:58A (PT)								1	1	\$200.00	\$200.00	Portland (KGW) (KGW)		10/30/12
7.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	5:58A- 8:58A (PT)								1	1	\$300.00	\$300.00	Portland (KGW) (KGW)		10/30/12
8.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	8:58A- Meet The Press								1	1	\$800.00	\$800.00	Portland (KGW) (KGW)		10/30/12
9.0	Normal Line / SPOT	10/31/12-11/02/12	2	:30	11:59A- 12:31P (PT)	4			X	X	X			4	\$400.00	\$1,600.00	Portland (KGW) (KGW)		10/30/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	11:59A- 12:31P (PT)		1							1	\$400.00	\$400.00	Portland (KGW) (KGW)		10/30/12
11.0	Normal Line / SPOT	10/31/12-11/02/12	2	:30	12:31P- 1P (PT)	4			X	X	X			4	\$200.00	\$800.00	Portland (KGW) (KGW)		10/30/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	12:31P- 1P (PT)		1							1	\$200.00	\$200.00	Portland (KGW) (KGW)		10/30/12
13.0	Normal Line / SPOT	10/31/12-11/02/12	2	:30	4:57P- 5:30P (PT)	4			X	X	X			4	\$900.00	\$3,600.00	Portland (KGW) (KGW)		10/30/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	4:57P- 5:30P (PT)		1							1	\$900.00	\$900.00	Portland (KGW) (KGW)		10/30/12

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15.0	Normal Line / SPOT	10/31/12-11/02/12	2	:30	5:30P- 5:59P (PT)	4			X	X	X			3	\$2,200.00	\$6,600.00	Portland (KGW) (KGW)		10/30/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	5:30P- 5:59P (PT)		1							1	\$2,200.00	\$2,200.00	Portland (KGW) (KGW)		10/30/12
17.0	Normal Line / SPOT	10/31/12-11/02/12	2	:30	5:59P- 7P (PT)	4			X	X	X			4	\$900.00	\$3,600.00	Portland (KGW) (KGW)		10/30/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	5:59P- 7P (PT)		1							1	\$900.00	\$900.00	Portland (KGW) (KGW)		10/30/12
19.0	Normal Line / SPOT	10/31/12-11/02/12	2	:30	10:59P- 11:34P (PT)	4			X	X	X			4	\$900.00	\$3,600.00	Portland (KGW) (KGW)		10/30/12
20.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	10:59P- 11:34P (PT)		1							1	\$900.00	\$900.00	Portland (KGW) (KGW)		10/30/12
21.0	Normal Line / SPOT	11/03/12-11/03/12	2	:30	10:59P- 11:29P (PT)							1		1	\$600.00	\$600.00	Portland (KGW) (KGW)		10/30/12
22.0	Normal Line / SPOT	11/04/12-11/04/12	2	:30	11P- 11:35P (PT)								1	1	\$600.00	\$600.00	Portland (KGW) (KGW)		10/30/12
23.0	Normal Line / SPOT	10/31/12-11/02/12	2	:30	11:34P- 12:37A (PT)	4			X	X	X			4	\$400.00	\$1,600.00	Portland (KGW) (KGW)		10/30/12
24.0	Normal Line / SPOT	11/05/12-11/05/12	2	:30	11:34P- 12:37A (PT)		1							1	\$400.00	\$400.00	Portland (KGW) (KGW)		10/30/12
25.0	Cancelled Line / SPOT	11/03/12-11/03/12	3	:30	11:29P- Saturday Night Live							1		1	\$850.00	\$850.00	Portland (KGW) (KGW)		10/30/12
26.0	Normal Line / SPOT	11/01/12-11/01/12	3	:30	10:01P- Rock Center with Brian Williams					1				1	\$2,000.00	\$2,000.00	Portland (KGW) (KGW)		10/30/12
27.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	7:58P- Revolution						1			1	\$2,200.00	\$2,200.00	Portland (KGW) (KGW)		10/31/12

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28.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	9:58P- Private Practice								1	1	\$900.00	\$900.00	Portland (KGW) (KGW)		10/31/12

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